Orange Israel launches sub-brand OBOX

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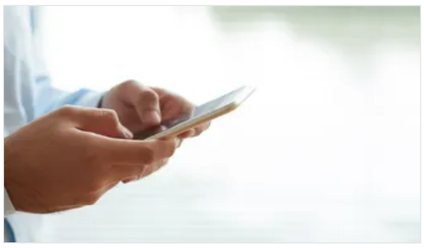

Orange Israel has recently launched the sub-brand OBOX, next to its BU youth label. OBOX is becoming the main content platform. The reason for the additional label is that BU is popular among very young users, while Orange is trying to market its innovative content to a wider market segment. As part of its efforts, Orange is launching the OBOX league, based on game competitions between its users, as opposed to games in which the user plays against the device.

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